

NEW HAMPSHIRE STATE LIQUOR COMMISSION
MAY 3, 2006, 1:00 P.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
 - A. Store Hours of Operation Recommendation – Tuesday, July 4, 2006
 - B. Summer 2006 Extended Hours of Operation Recommendation
 - C. Store Security Details Recommendation – Memorial Day Through Columbus Day 2006
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
 - 1) Three Month Warning Product Review
 - 2) Fourth of July Sale
 - 3) Test Market Products:
 - a. Test Market Request (Zapata Tequila)
 - b. Test Market Request (Five O’Clock Apple Mist Vodka)
 - c. Test Market Result (Code #3977)
 - d. Test Market Result (Codes #5526, #5527 & #4893)
 - 4) Special Offers for July 2006 (1 item – Southern Wine & Spirits)
- B. WINES:
 - 1) Cluster 3 Wine Shelf Sets
 - 2) July 2006 E-Mail Alert Coupons:
 - a. Horizon Beverage Co./Concha Y Toro
 - b. Horizon Beverage Co./Houghton
 - 3) 2003 Bordeaux Rollout
 - 4) New NH Farnham Hill Ciders (Wines)
 - 5) “Kick Start Duboeuf” June & July
 - 6) “Ravenswood Zinfomania” June, July & August
 - 7) “Fat Bastard, Fat Boy=Fat Summer” June, July & August
 - 8) Test Italian Wines:
 - a. A.R. Pellegrini & Associates, Inc.
 - b. F & F Wine Imports

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- 9) Purchases & Introductions:
 - a. Houghton Wines
 - b. CYT Casillero del Diablo
- 10) Results of Purchases & Displays:
 - a. Sterling Pinot Grigio
 - b. Cape Mentelle
 - c. Dancing Bull
 - d. Folonari
- 11) "R" Wines for Allocation to Licensees (1 item)
- 12) Primary Source Submissions (2 primary source; 20 exclusive agent; 37 imported)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN'S REPORT & LATE ITEMS

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

V. EXECUTIVE SESSION

- 1. Personnel

/D. Hartford